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# BETTER NUTRITION *for the Nation*



U.S. Department of Agriculture

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DEPARTMENT OF AGRICULTURE

OFFICE OF THE SECRETARY

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The U.S. Department of Agriculture, in its leadership role in the field of human nutrition, has increased its historical and extensive efforts to educate Americans to the vital importance of good nutrition.

To carry out the Department's mission in nutrition research, information, and education, new programs have been established and ongoing activities have received added emphasis.

More attention is being directed toward nutrition education, the final step in bringing to people the results of intensive nutrition research. Research, after all, does little good unless there are realistic ways to apply the findings. People need information and education before they can use what research tells them.

This booklet describes some of the activities and programs of the U.S. Department of Agriculture as we reach toward the goal of bringing the nutrition message to the American public.

A large, stylized handwritten signature in black ink, appearing to read "Bob Bergland".

BOB BERGLAND  
Secretary







# BETTER NUTRITION for the Nation

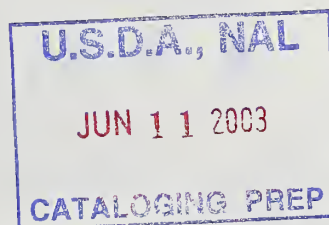
The U.S. Department of Agriculture's  
contribution through -  
research  
education  
information  
program assistance

## The Need for National Leadership

*The Carter Administration and Congress have recognized the need for greater initiative and more dynamic leadership in nutrition research and education. To meet this need, Congress, in the Food and Agriculture Act of 1977, named the Department of Agriculture lead agency for nutrition research, extension, and teaching.*

*The 1977 Congress drew on the historic contribution of the Department of Agriculture to human nutrition research, extension, and education. The first appropriation for human nutrition research, made in 1895, firmly established the principle of cooperation between the Department, State colleges, experiment stations, and other organizations. This joint participation continues today.*

*The Department's commitment to nutrition research and education has grown enormously since that original appropriation of \$10,000. In fiscal year 1978, Department expenditures for nutrition research were more than \$28.6 million. Nutrition education expenditures were more than \$100 million, an increase of about 58 percent over those of 1976.*



# Science and Education Administration

*The Department's ability to deliver to the public the knowledge gained in the laboratory was strengthened when it established the Science and Education Administration (SEA), which brought together research, extension, and education resources. The newly created Human Nutrition Center (HNC), within the SEA structure, gives greater prominence to ongoing nutrition efforts and establishes two entirely new research units within the Department: the Nutrition Research Center in Boston, Mass., and the Nutrition Research Center in Houston, Texas.*

*To ensure that the Department's energies are directed toward the primary nutrition issues of the day, the Department has established the position of nutrition policy coordinator within the office of the Secretary of Agriculture.*

*These and other important new programs attest to the greatly invigorated USDA nutrition program over the past 2 or 3 years.*

## The Human Nutrition Center

The Human Nutrition Center is the focal point for the Department's leadership role in nutrition as part of food and agricultural research. It brings together the ongoing nutrition research functions of the Department and the newly established research efforts on nutrient needs of children and the elderly. The center's overall focus will be on the relation of food to nutritional status and the food needs of the Nation.

The center has four main responsibilities:

- To administer human nutrition research programs in USDA.
- To coordinate nutrition research activities within the Department.
- To cooperate with other Federal agencies on human nutrition research.
- To translate and interpret research for dietary guidance of the public.

**FATS  
SWEETS  
ALCOHOL  
Group**

**MILK  
CHEESE  
Group**

**BREAD**

**CEREAL  
Group**

**MEAT and Poultry  
Fish BEANS  
Group**

**VEGETABLE  
FRUIT  
Group**



The work of the Human Nutrition Center is conducted at five research facilities across the country:

**The Nutrition Research Center,** Beltsville, Maryland, concentrates on human requirements for protein, fat, carbohydrates, vitamins, and minerals (including trace elements), and the nutrient composition of foods.

**The Consumer and Food and Economics Institute,** Hyattsville, Maryland, studies food consumption patterns, dietary levels of various nutrients, and nutrition education methods. It also conducts the nationwide survey of food consumption, maintains a computerized nutrient data bank on food composition, and develops food guides and nutrition information for consumers and professionals.

**The Nutrition Research Center,** Grand Forks, North Dakota, concentrates on the role of diet in neuropsychological functions and in exercise performance. The center also evaluates interrelationships among nutrients, and studies the availability and absorption of trace minerals in the diet.

**The Nutrition Research Center,** Houston, Texas, determines nutrient requirements during pregnancy, lactation, early life, and adolescence. It investigates relationships between nutrition and physical and mental development from before birth to adolescence.

**The Nutrition Research Center,** Boston, Massachusetts, studies the nutritional, physiological, and biochemical factors of aging. Priority research includes the study of bone degeneration among the elderly; immunological response, which decreases with age; and nutrition's role in anemia in the elderly.

## Translating Research to Inform and Educate

Nutrition information and education activities of the Department cover a broad range of materials and data for use by educators and the general public. Some of these include:

*Composition of Foods (Agriculture Handbook 8)*, a comprehensive reference work on the nutritive values and composition of foods, is currently being revised and expanded.

*Nutrient Data Bank* has, since 1976, collected data to provide representative values of foods for use by educators, nutritionists, and others. The data are the basis for *Agriculture Handbook 8*.

*Family Food Plans* provide guidelines for food plans at four cost levels. The Thrifty Food Plan, the lowest cost plan, is one of the bases used in calculating food stamp allotments.

*The Nationwide Food Consumption Survey* is the main Federal source of information on the food intake of individuals and households. The 1977-78 survey, now being completed, is the sixth in a series that began in 1935. The current survey includes for the first time a special sampling of elderly and low-income groups.

## Booklets of General Interest

*Nutritive Value of Foods*, a selection of foods from *Agriculture Handbook 8*.

*Your Money's Worth in Foods*, a popular guide to the economics of good nutrition.

*Nutrition: Food at Work for You*, a popularized essay on the essentials of good nutrition.

*Food*, an attractively illustrated, easy-to-read booklet on better eating and more healthful diets. This is the first of a new Departmental series on nutrition.

*For information, contact:*

*The Human Nutrition Center  
Science and Education  
Administration  
U.S. Department of Agriculture  
Washington, D.C. 20250*

*Mark Hegsted, Administrator  
(202) 447-7854*

*Luise Light, Acting Assistant to the  
Administrator  
(202) 447-7854*

# FOOD

*A Publication on Food and Nutrition  
by U.S. Department of Agriculture*

The big idea behind FOOD is that good nutrition can be satisfying in the short run and a good investment, long term. Our job is to let you in on what we know about nutrition and take the grief out of putting that knowledge to work for you. All you have to do, now, is start reading.

This issue of FOOD features three topics high on a lot of people's nutrition priority list. The first, *THE HASSLE-FREE GUIDE TO A BETTER DIET*, offers a new version of The Daily Food Guide (five groups instead of four!), and suggests ways of choosing foods for their calories as well as nutritional qualities. In addition, it lays out some of the nutrition

## Cooperative Extension Service: Nutrition Education to the Grassroots

The oldest Government nutrition education programs are those of the Cooperative Extension Service. Since 1914, USDA has cooperated with States in reaching families with information and education programs on foods, nutrition, and related subjects.

Research conducted at land-grant universities is translated into practical information for the general public, and issued through county offices where county extension staffs work directly with families and communities. Currently some 4,100 Extension home economists work in the 3,100 counties in the Nation. In addition, many of the 495 4-H staff members, who work in State and county offices, are involved in nutrition education programs for young people.

The county offices are directed and assisted by about 250 home economists, food economists, nutritionists, and other food specialists located in State Extension offices. State Extension offices located at land-grant universities also provide and distribute information and both general and specialized materials.

At both State and county levels, Extension offices depend upon citizen-professional advisory committees to help in all program development, planning, resource identification, and evaluation.

Because of its effectiveness, USDA's Extension program has been copied widely by other grass-root programs in the United States and in many foreign countries.

## Expanded Food and Nutrition Education Program: Education One-to-One

The Expanded Food and Nutrition Education Program (EFNEP), started in 1968, intensifies the Cooperative Extension Service's ongoing nutrition and food education program for low-income families. The program employs para-professional aides who are trained and supervised by Extension home economists to provide information and education on nutrition, food buying and preparation to low-income families on a one-to-one or small group basis. The aides, for the most part, are from the communities in which they work.

To date, EFNEP aides have enrolled 1.7 million families, affecting an estimated 6 million individual family members.

## Reaching Children Through Extension

In 1978 nearly 2 million youths participated in food and nutrition education projects conducted by the national 4-H program, a Federal-State-local partnership. Of these, almost 800,000 were 4-H members enrolled in food, nutrition, and food preservation projects, and more than 640,000 were youths who took part in the 4-H Expanded Food and Nutrition Education Program for low-income city youths.

Major education materials supporting the nutrition programs for youths is the USDA-produced "Mulligan Stew" series of instructional television films. Since its release in 1974, the program has reached more than 7 million youths. The films are still being used widely by schools, local groups, and television stations.

For information contact:

SEA-Extension, USDA  
Jane Voichick  
Acting Assistant Deputy Director  
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Washington, D.C. 20250  
(202) 447-3058

4-H Youth Programs  
Hope Daugherty  
Acting Assistant Deputy Director  
SEA-Extension  
U.S. Department of Agriculture  
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## Competitive Research Grants

The competitive research grants program is a key part of the innovative approach to nutrition research initiated in the 1977 Food and Agriculture Act. These grants allow scientists from non-land-grant universities to cooperate with USDA in meeting short-term research goals. About \$5 million was available for grants on human nutrition research during fiscal year 1979. Research concentrated on human requirements for nutrients and the social-behavioral factors affecting food preferences. Grants have included studies of the factors influencing the buying of foods high in sugar, salt, and fat, and a study of the effect of basic nutrition knowledge on the ability to understand new nutrition information and to make food choices.

*For information, contact:*

Ritva R. Butrum  
Associate Program Manager  
Competitive Research Grants  
Office  
SEA/USDA  
1300 Wilson Boulevard  
Arlington, VA 22209  
(703) 235-2646

## Cooperative Research: Hunting for Answers Together

Funds provided under the Hatch Act of 1887 and the Agriculture Act of 1977 help support research in land-grant institutions in each State and in the territories. Many of these projects are focused directly on nutrition research methodology; indirectly they result in more nutrition information.

*For information, contact:*

Elizabeth Y. Davis  
Group Leader  
Human Nutrition, Food and Social  
Sciences  
Cooperative Research, SEA  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 447-3426

## Food and Nutrition Information and Education Resources Center

The Food and Nutrition Information and Education Resource Center (FNIERC), a unit of the Science and Education Administration, provides a complete range of materials for nutritionists, food service workers, program leaders, and the general public. The center acquires and lends books, journal articles, and audiovisual materials such as films, slides, audio cassettes, posters, and games. The collection ranges from children's materials through technical articles for professionals. Materials can be obtained directly from the center or on interlibrary loan request. The center also publishes bibliographies of its collections.

*For information, contact:*

Robyn Frank  
Chief, FNIERC  
National Agricultural Library  
U.S. Department of Agriculture  
Beltsville, MD 20705  
(301) 344-3719

*To use the center's services, write to:*

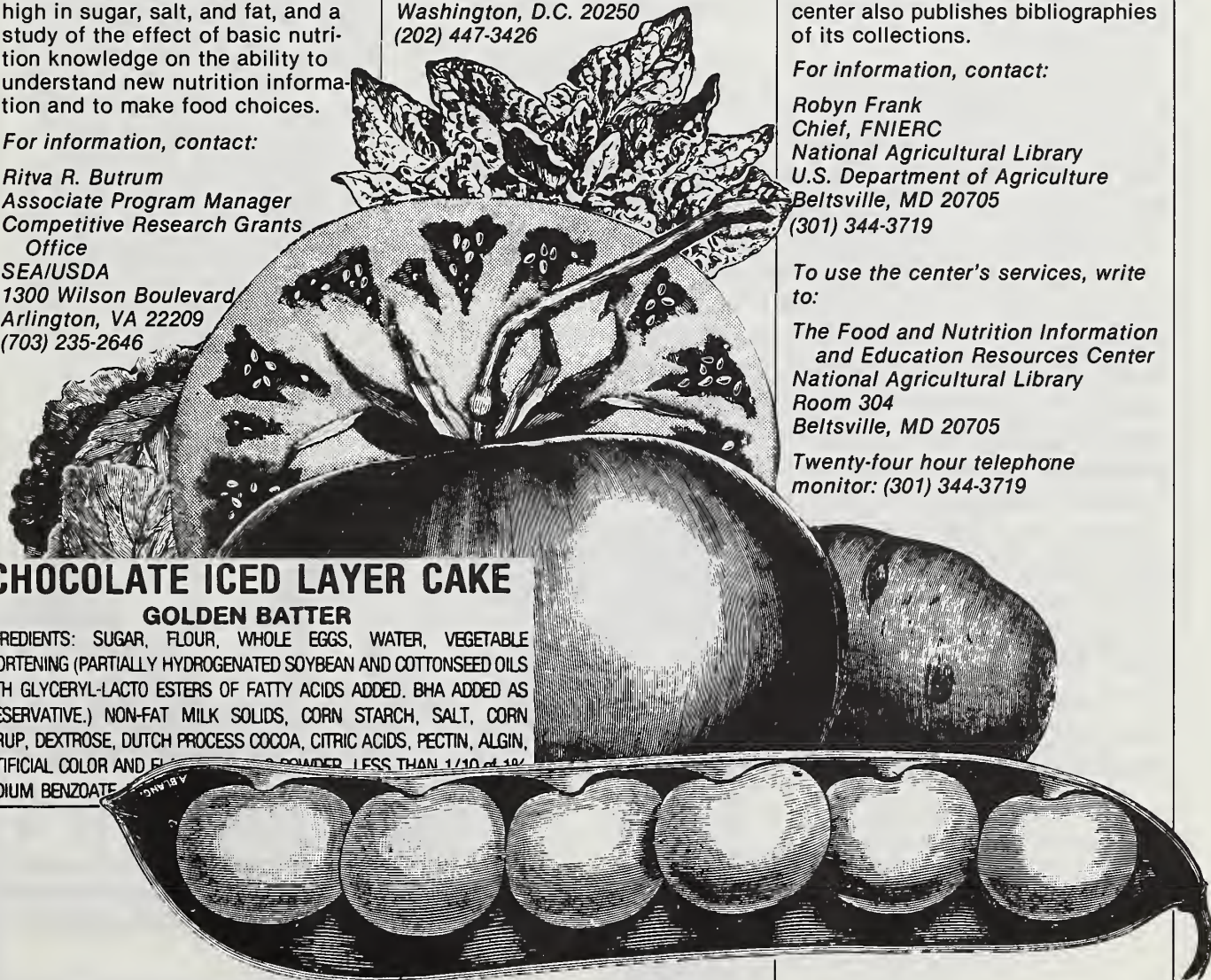
The Food and Nutrition Information  
and Education Resources Center  
National Agricultural Library  
Room 304  
Beltsville, MD 20705

*Twenty-four hour telephone  
monitor: (301) 344-3719*

## CHOCOLATE ICED LAYER CAKE

### GOLDEN BATTER

INGREDIENTS: SUGAR, FLOUR, WHOLE EGGS, WATER, VEGETABLE SHORTENING (PARTIALLY HYDROGENATED SOYBEAN AND COTTONSEED OILS WITH GLYCERYL-LACTO ESTERS OF FATTY ACIDS ADDED. BHA ADDED AS PRESERVATIVE.) NON-FAT MILK SOLIDS, CORN STARCH, SALT, CORN SYRUP, DEXTROSE, DUTCH PROCESS COCOA, CITRIC ACIDS, PECTIN, ALGIN, ARTIFICIAL COLOR AND FLAVOR, BAKING POWDER, LESS THAN 1/10 of 1%, SODIUM BENZOATE.





# Food and Consumer Services

*The creation 2 years ago of the Office of Assistant Secretary for Food and Consumer Services combined responsibility for the Federal food assistance programs and programs on food safety and quality. The merger elevates these programs within the Department's policymaking process, thereby emphasizing the significance of food program participants and consumers and strengthening their influence at top decisionmaking levels.*

*The effectiveness of the food assistance programs, directed by USDA for more than 30 years, was recently attested to by the Field Foundation, which revisited 10 counties identified a decade earlier as "hunger counties." The Foundation reported few signs of malnutrition and gave credit to the food assistance programs as major contributors toward this improvement.*

*In the past, the primary focus of USDA food programs was to ensure consumption of domestic farm food commodities, and only secondarily to benefit the nutrition of program participants. The appointment of the Assistant Secretary for Food and Consumer Services highlights the Department's commitment to a more vigorous response to the overall nutritional needs of program participants.*

*The roughly \$10 billion allocated to food assistance programs this year not only provides money to needy families to purchase food and furnishes nutritious meals to children in schools and other settings, but also includes nutrition education components in each of the food assistance programs. For the first time, funds are available for a national nutrition education program in classrooms and school food facilities; new approaches and methods for teaching children good nutrition are being examined in a multimedia project; and nutrition education and counseling are integral parts of the Special Supplemental Food Program for Women, Infants, and Children (WIC). Under the direction of the Assistant Secretary for Food and Consumer Services, new impact has been brought to meeting the present and future nutritional needs of a large segment of the American population.*

## The Food Stamp Program

The Nation's primary food assistance program, the Food Stamp Program, enables low-income families and individuals to buy more food of greater variety to improve their diets. The program is administered by the Department of Agriculture through State and local welfare and social service agencies. In May 1979, 18.5 million persons were participating in the program.

This assistance is the essential first step in any effort to improve the nutritional status of a large portion of the low-income population.

Recognizing the fundamental importance of the program, Congress, in the 1977 Food Stamp Act, directed the Department to furnish each food stamp family with nutrition education material to help improve the understanding of good nutrition and the ability to apply this understanding. Educational materials are already in preparation. Leaflets will explain the ways to use the food groups, and will encourage recipients to avoid excesses of salt, fats, and sugars in diets.

For information contact:

Alberta Frost  
Acting Deputy Administrator  
for Family Nutrition Programs  
Food and Nutrition Service  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 447-8982



## **The Special Supplemental Food Program for Women, Infants, and Children and the Commodity Supplemental Food Program: Off to a Good Nutrition Start**

The Special Supplemental Food Program for Women, Infants, and Children (WIC) provides food vouchers used to obtain specified foods from retail stores or other authorized sites by pregnant, postpartum, and breastfeeding women, and to infants and children up to 5 years of age. Approximately 1,125 local WIC projects are in operation, with some 1.6 million participants.

Initiated in 1972, WIC was recently extended through fiscal year 1982. Nutrition education was legislated into WIC in 1975. Individual and group counseling emphasizes long-lasting benefits of good nutrition for the entire family and the encouragement of breastfeeding as an important benefit to an infant's nutritional status.

The Commodity Supplemental Food Program (CSFP) provides donated commodity foods directly to eligible pregnant, postpartum, and breastfeeding women, and to infants and children. Nutrition education activities of CSFP help families understand their nutritional needs and use the commodity foods to meet those needs. Currently, about 90,000 women and children participate in CSFP programs monthly.

In 1978, USDA initiated the WIC Migrant Demonstration Project to ensure that migrant women and children could participate in WIC as they move among the 13 States encompassing the mid-continent migrant stream. Basic nutrition education lessons in Spanish, bilingual Spanish/English, or English were furnished to local WIC agencies to help provide continuous and nonrepetitive nutrition education. Participation logs were kept by each agency for recording food issuances and education information to each participant.

### *For information contact:*

*Jane McNeil, Chief  
Policy and Program Development  
Branch  
Supplemental Foods Programs  
Division  
Food and Nutrition Service  
Room 4301 Auditors Building  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 447-8421*

## **The Nutrition Education and Training Program: Good Food Habits in the Lunchroom**

Millions of children receive nutritious meals every day through the various USDA food assistance programs for children. The School Lunch Program alone served 26.5 million children last year. The School Breakfast Program provided breakfasts—meals that are often missed entirely—to some 3.3 million children. Feeding programs for child-care facilities and for summer camps helped to ensure adequate diets for additional hundreds of thousands of children.

The first Federal nutrition education program for children was mandated by the 1977 Food and Agriculture Act, which appropriated \$26 million to fund State education programs through the Department of Agriculture's Food and Nutrition Service (FNS). Known as the Nutrition Education and Training Program (NET), the pioneering program is thus tied closely to child nutrition programs of the Department and the programs' educational potential. Major emphases are: (1) To educate children as to the relationship between the nutritional value of foods and good health, (2) to train food service personnel in the principles of good nutrition and food service management, (3) to inform educators of the principles of nutrition and available resources; and (4) to develop useful educational materials, teaching aids, and curricula.

Currently, 45 States, Puerto Rico, the Virgin Islands, Trust Territories of the Pacific Islands, the Commonwealth of the Marianas, and American Samoa are participating in the program.

Among materials developed for children are the following:

*Daily Food Guide*—tells how much to eat from each food group each day.

*Discovering Vegetables*—An activity booklet that teaches kids that vegetables can taste good,





look good, and do good things for their bodies.

*Good Foods Coloring Book*—simple pictures of good foods to color and discuss for preschoolers and lower elementary grades.

*Fun With Good Foods*—cut-outs, pictures to draw and color, and other activities on good foods and nutrition for preschoolers and lower elementary grades.

*For information, contact:*

**Jesse Majkowski**  
*Acting Branch Chief*  
**Nutrition Education and Training Program**  
Room 446 GHI Building  
Food and Nutrition Service  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 447-8286



Here is a picture of Tom eating lunch at school.  
What food group is missing? \_\_\_\_\_

Draw a food from the missing group.

## Multimedia Project: Nutrition Goes on TV

To explore improved means of teaching children better eating habits, USDA is developing a multimedia information project. It is the first nationwide nutrition education effort for children through the mass media. The project will include the study of children's attitudes and practices in relation to snacks, the acceptance of fruits and vegetables, and the ways in which parents, schools, television, and companions influence dietary practices of children. Communication strategies, messages, and materials to motivate children to improve their dietary habits will be developed along with prototype television and radio spots, newspaper ads, and supplementary materials for use in classrooms, cafeterias, grocery stores, and other points throughout the community.

*For information, contact:*

**Rosemary Driscoll**  
Room 790-GHI Building  
Office of Policy, Planning and Evaluation  
Food and Nutrition Service  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 472-8044

## The Food Safety and Quality Service: Selecting Safe, Quality Foods

Closely related to the maintenance of good nutrition are knowing how to select and buy for quality and knowing how to retain the quality for wholesomeness and safety. These areas are covered in the "How To Buy Food" series of pamphlets, posters, and lesson aids, and the food safety booklets and flyers developed by the Department's Food Safety and Quality Service.

*For information, contact:*

**Marilee Menard, Director**  
*Information and Legislative Affairs*  
**Food Safety and Quality Service**  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 447-7943



# Other USDA Activities

## Kids' Yearbook About Food

The Department of Agriculture has designed its 1979 Yearbook of Agriculture as a children's book about food. The book, widely distributed to the public, will provide children with a glimpse into the sources of their food supply and the nature of good nutrition. The lavishly illustrated book will be tailored to the interests and tastes of 9- to 13-year-olds. Copies will be available from Members of Congress and the Government Printing Office.

*For information, contact:*

Edwin W. Goodpaster  
Associate Director  
Office of Governmental and  
Public Affairs  
U.S. Department of Agriculture  
Washington, D.C. 20250  
(202) 447-5247

## Inventory of Food and Nutrition Information and Education Materials

The Department is developing a computerized listing of all its information and education materials on food and nutrition. The inventory will provide Congress, the nutrition community, and the general public with up-to-date reports on all materials, including audiovisuals and printed materials, produced by the Department. The inventory will describe the subject matter, the target audience, the number of the target audience reached, and an evaluation of the materials. In time, the inventory will also provide information on production costs and unit prices for the information items.

*For information, contact:*

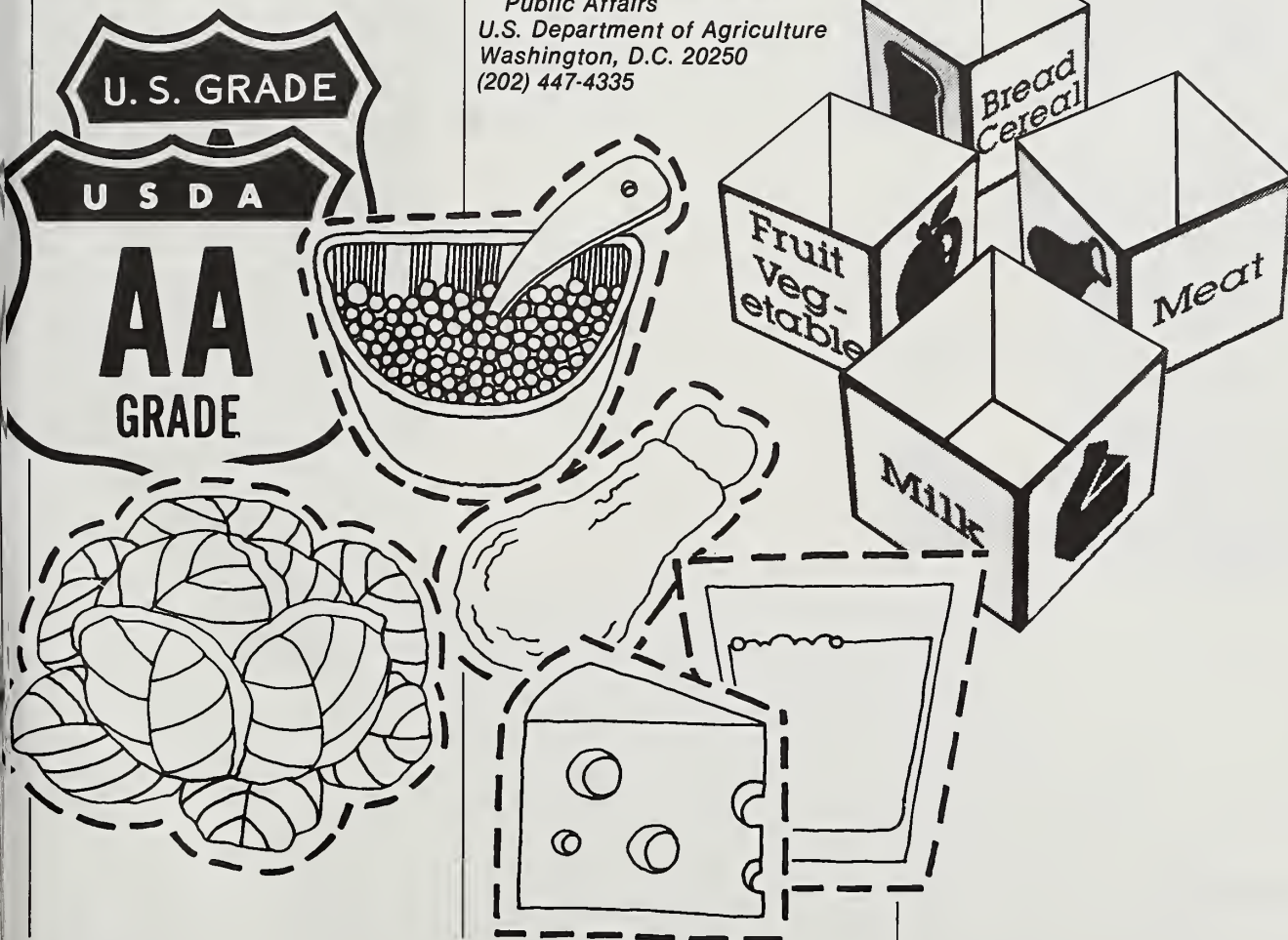
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(202) 447-4335

## Food-related Data Base

The data base is a Government-wide listing of food-related programs and activities. The 6-month-old computerized system, which currently holds 359 programs from 28 Federal departments and agencies, will be updated annually. Data for each listing include budget information, a description of target users, geographic scope, program report titles, and the name and address of the contact person.

*For information, contact:*

Carol Singer  
Office of Budget, Planning and  
Evaluation  
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Washington, D.C. 20250  
(202) 447-2327



The people listed in this booklet are generally contacts for technical or specific program information of interest to persons working in nutrition education and related programs. For general information on the programs or the administering agencies, contact:

*Audrey T. Cross*  
*Coordinator, Human Nutrition*  
*Office of the Secretary*  
*Room 419-A*  
*U.S. Department of Agriculture*  
*Washington, D.C. 20250*  
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*Administration—*

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*Information Division*  
*Science and Education*  
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*Deputy Director for Public*  
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